



Web Design Proposal

Submitted to **Lukas Agrapidis**

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Prepared by

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Directory of Development

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PROPRIETARY AND CONFIDENTIAL

About Wevio:

Established in 1998, Wevio is a full service web design company and interactive marketing agency headquartered in New York City and global offices in Seoul, Korea and Hyderabad, India. We specialize in helping business to get the most sales from their website. We do this with our long sales experience, great design, good idea and advice, solid technical skills and a focus on our clients' sales objective. If our clients' websites are not helping their sales, we are doing wrong. We have a strong confidence to help clients' sales.

Since 1998 we've provided a wide array of web design, Web Development, search engine optimization (SEO), and search engine marketing(SEM) services to clients of all sizes and in every type of industry both within USA and worldwide. To learn more about our services please contact our sales.

Our Service in Brief:

- Web Design & Website Redesign
- Web Development & Applications
- Search Engine Optimization
- Custom Blog Design
- Ecommerce & Online Shops
- Content Management Systems
- Email Marketing
- PPC (Pay Per Click) Campaigns
- Web Statistics & Analytics
- Maintenance Of Existing Websites
- Domain Registration & Hosting

Portfolio:

Wevio provided high quality web design & development deliverables to the customers in USA and around the world. Here are the few major clients we served.

- | | |
|--------------------------------|---|
| 1. Kiss USA | http://www.kissusa.com |
| 2. Dannys Pharmacy | http://www.dannyspharmacy.com/ |
| 3. DL1961 | http://www.dl1961.com |
| 4. Jean and Top | http://www.jeanandtop.com |
| 5. Salon Tech | http://salontech.com/ |
| 6. AJ Washroom | http://www.ajwashroom.com |
| 7. Infinit | http://www.infinit.com |
| 8. Beauty Online Supply | http://beautyonlinesupply.com |
| 9. Iguana Outlet | http://www.iguanaoutlet.com |
| 10. Gift Robe | http://www.giftrobe.com |
| 11. JDLNY Inc | http://www.jdlny.com |
| 12. Shop Back Stage | http://shopbackstage.com |
| 13. Jean & Top | http://jeanandtop.com |
| 14. Ceci jewelry inc | http://ceciimport.com |
| 15. Bear Family Green Club | http://bearfamilygreenclub.org |
| 16. Woori America Bank | http://wooriamericabank.com |
| 17. RCA Portable TV | http://rcaportabletv.com |
| 18. Integrated Learning Center | http://ilc-ny.com |
| 19. Sadaka Movement | http://sadhakamovement.com/ |
| 20. Cayman Group | http://cayman-group.com |

21. Corporate Rewards	http://www.corporaterewards.com
22. Dane PCG	http://www.danepcg.com
23. Belvedere Capital	http://belvedere-capital.com
24. Alliance Advisors	http://allianceadvisors.net
25. Shinji Shirai	http://shinjishirai.com
26. HDS Trading	http://www.hdstrading.com
27. Cardel Development	http://cardeldevelopment.com
28. DeArch	http://www.dearchny.com

You can find more major clients from <http://www.wevio.com/portfolio>

Executive Summary

We have gone through your requirement we are really interested to work with your esteemed Organization, and we are ready to work on the New E-Commerce Website with the Functionalities mentioned on the document for your Business. The site it will not only be versatile, attractive and with great quality, but becomes a true nexus of interaction with your customers. The New Ecommerce Website will be Developed on the Wevio CMS, and also the Weekly updates, Modifications and Hosting will be provided and will be managed, for non occurrence of any issues.

This document provides scope of project work and solution approach for the Development of Website with all the Function's which needs to be integrated. Wevio has defined the scope and estimate based upon the current requirement Mail from client. If more requirements are added outside of the requirement document, the scope of the project will be impacted.

Purpose of Objective

SCOPE AND GUIDELINES

Focus Camera currently has a web presence that is outdated in technology, appearance, structure and presentation of content. We are seeking proposals to create a modern, flexible, user friendly website that is maintainable by **Focus Camera** post site launch. **FocusCamera.com** is our ecommerce site and should incorporate all modern ecommerce functions and security features. All coding, content and graphics will become the sole property of Focus Camera. The site should also be flexible enough to showcase manufacturer content as needed.

Project should need to fulfill the following requirements

- 1) Ecommerce website using Magento ecommerce. More Details of Magento functions are described in below pages.
- 2) Clean design, Modern, Flexible design that matches the current technology and Trend.

Each day, the site must be compatible with popular browsers including the latest versions of IE, Chrome, and Firefox. The experience should be as identical as possible across all browsers. Firm will be asked to host site and provide CMS & Backend Functionality training, and provide extremely thorough quality

assurance services. And the site will be compatible in Android, Blackberry, I-Phone and I-Pad so that the site would allow users to access and interact with site content on these portable devices.

Designing for Ecommerce

Ecommerce site Need to have following page designs

- Logo design that Matches Business Concept
- Home Page that include the highlights of Majors Catalog, Offers, Featured Products, Best Items, Host Items .. etc
- Subpages include
 - Product List Page (List or Grid View)
 - Product View page
 - Cart Page
 - Login Page
 - Registration Page
 - Guest Check out
 - Shipping and Billing Page
 - Shipping Methods Select (UPS, USPS, FedEx, Custom Shipping)
 - Payment Method Page
 - Order Overview and Confirmation Page
 - Thank you Page
- Shop By Brands(A-Z),Shop By Category, Site Map pages
- Contact Us Page
- Content pages like about us, Terms and Conditions, Privacy Policy, Return Policy, Shipping Policy
- Customer Blog
- Footer Design News Letter Sign Up, Social Media Integration.
- Email Templates for Transactional emails.

Interactive Designing

JQuery allow us to create more interactive website design for Fancy and Rich looking. And also more search engine optimized than the Heavy Flash Elements.

- Fade in Fade out Banner with Multiple Pictures
- Interactive Website Forms
- Loading Content On- Fly
- Product Zooming
- Personalization of products with more colors and options
- Scrolling products with smooth affects.
- Etc...

Features of Ecommerce Website

GENERAL ECOMMERCE FEATURES:

Site Management:

- Content Staging and Merging. Support for both on-demand and scheduled merges and rollbacks of content.
- Control multiple websites and stores from one Administration Panel with ability to share as much or as little information as needed
- Multi-Lingual
- Support for localization
- Support for multiple currencies
- Administration Permission System Roles and Users
- Multiple Store email addresses & contact information to handle the process involved with multiple departments
- Web Services API for easy integration between Magento and any third-party application
- Flexible tax rate management with support for US and International markets
- Fully 100% customizable design using templates
- Customer Groups
- One-Click Upgrades
- Google Website Optimizer Integration for A/B and Multivariate Testing
- Order Status management
- Cache management
- Customer Product Variables management
- Searchable and Sort Product Variables
- Manage Stores (Multiple)
- Multiple Administrators and Permissions
- Transactional Email Settings (On signup, On purchase, On Shipping ..etc)
- Back Up management
- Email Log
- Dynamic Export & Import Profiles

Analytics and Reporting:

- Logging of Administrator Actions
- Integrated with Google Analytics

- Admin Dashboard for Report Overview
- Sales Report
- RSS feed for New Orders
- Tax Report
- Abandoned Shopping Cart Report
- Best Viewed Products Report
- Best Purchased Products Report
- Low Stock Report
- Search Terms Report
- Product Reviews Report
- RSS feed for New Reviews
- Tags Report
- RSS feed for New Tags
- Coupon Usage Report
- Total Sales Invoiced
- Total Sales Refunded
- Best Customers Report by Total and Number of Orders

Catalog Management:

- Private Sales including Events, Invitations and Category access permissions
- Inventory Management with Backordered items, Minimum and Maximum quantities
- Batch Import and Export of catalog
- Batch Updates to products in admin panel
- Google Base Integration
- Simple, Configurable (e.g. size, color, etc.), Bundled and Grouped Products
- Virtual Products
- Downloadable/Digital Products
- Customer Personalized Products - upload text for embroidery, monogramming, etc.
- Tax Rates per location, customer group and product type
- Attribute Sets for quick product creation of different item types
- Create Store-specific attributes on the fly
- Media Manager with automatic image resizing and watermarking
- Advanced Pricing Rules and support for Special Prices (see marketing tools)

- Search Results rewrites and redirects
- Approve, Edit and Delete Product Tags
- Approve, Edit and Delete Product Reviews
- RSS feed for Low Inventory Alerts

Brand Management:

- Automatically fills out the list of Brands, you don't have to do it manually;
- Creates a new block with links to the most popular or featured brands;
- Allows custom settings per store view;
- Can be applied to any number of single-select attributes simultaneously;
- Enables your customers to shop by multiple attributes;
- Allows for creating different lists of Brands for each store view and/or website;
- Creates a neat list of all Brands in alphabetical order;
- Specifies the number of products listed under each brand in the Brands List;
- Has an option of listing only the brands that are currently in stock;
- Allows creating editable brand information pages with customizable layouts;
- Allows to insert a brand block or brand logo on a product page and links from product pages to associated brand pages;
- Allows shoppers to filter products by brand, with a categories sidebar shown on the page as well;
- Allows for displaying brands only from the current category in the sidebar block;
- Has an option of displaying categories as a tree on brands' pages;
- Allows to display Brands' / Manufacturers' pages on the Sitemap;
- Allows for using WYSIWYG for brand description on brand edit page (for Magento 1.4+ versions only);
- Allows for setting the sort order for products on the brand page;
- Places small brand logos for brands sidebar block;
- Places small brand logos on all brands page;
- Allows for using Magento layered navigation and/or AITOC's Layered Navigation Pro on brands pages.
- Enables you to optimize brand pages for search engines by specifying custom meta-tags and SEO-friendly URLs;
- Allows for using canonical link meta tags for categories;
- Allows for customizing the brand page URL by removing the .html and adding a mask around the brandname;

- Comes with User Manual and Installation Guide;
- The extension's functionality code is 100% Open Source.

Customer Management:

- Customers List – Edit or Delete Customers
- Customer Overview
- Offline Orders on behalf of customers
- Overview Recent Orders of a Customer
- View Customer Shopping Cart
- View Customer Wish list
- Update Customers Information from admin
- Add Edit or Delete Customers Address
- Create Recurring Profiles
- News Letter
- Product Review By Customer, Approve or Disapprove them.
- Review Product Tags by customer.
- Create Customer Groups
- Move Customers to Customer Group
- Adding Different Tax class for Customer Group
- Adding Promotion Settings for customer Group.
- View Online Customers, The Url they are accessing, And Ip addresses... etc
- Subscribe and Unsubscribe Customers list to Newsletter.
- Assign Bulk Customers list to Group
- Filter or Search Customers easily.
- Export & Import Customer List
- Persistent Shopping Cart

Order Management:

- View, edit, create and fulfill orders from admin panel.
- Create one or multiple invoices, shipments and credit memos per order to allow for split fulfillment
- Print invoices and packing slips

- Call Center (phone) order creation
- Create re-orders for customers from administration panel.
- Email Notifications of Orders
- RSS feed of New Orders
- Includes ability to create new customer, or select existing customer and view shopping cart, wish list, last ordered items, and compared products list, as well as select addresses, give discounts and assign custom prices
- Void, Capture, Refund, Credit Customer.
- List All Transactions
- Export Order Data

Payment Gateways:

- Customer Store Credits
- Configurable to authorize and charge, or authorize only and charge on creation of invoices
- Integrated with Amazon Payments (Checkout by Amazon and Amazon Simple Pay)
- Integrated with multiple PayPal gateways:
- Website Payments Standard, Website Payments Pro (Express and Direct), Website Payments Pro UK (Express and Direct), and PayPal PayFlow Pro
- Gift Certificates/Cards (Physical and Virtual)
- Integrated with Authorize.net
- Integrated with Google Checkout (Level 2)
- Saved Credit Card method for offline payments
- Accept Checks/Money Orders
- Accept Purchase Orders

Shipping Settings:

- Flat Rate Shipping
- Table Rate Shipping
- UPS Shipping
- USPS Shipping
- FEDEX Shipping
- DHL Shipping

- Shipping Setting for Different States & Countries
- Free Shipping settings

Gallery Management:

- Picture Gallery
- Video Gallery
- Export and Import Gallery

CMS:

- General Pages
- Static Block Those can be used in any page
- Widgets
- Polls

Home Page Management:

- Home Page Banners
- Featured Products Settings
- New, Popular, Top Rated Products Settings
- Review Display Settings

Full Catalog View:

- Private Sales including Events, Invitations and Category access permissions
- Category View and Purchase permissions per on customer group (limited catalog access)
- Layered / Faceted Navigation for filtering of products in Categories
- Layered / Faceted Navigation for filtering of products in Search Results
- Static Block tool to create category landing pages
- Ability to assign designs on category and product level (unique design per product/category)
- Configurable search with auto-suggested terms
- Recently viewed products
- Product comparisons

Product View:

- Product Reviews

- Related Products
- Stock Availability
- Multi-Tier Pricing Up sell
- Product Option Selection
- Grouped Products View
- Add to Wish list
- Send to a Friend with Email

Checkout:

- One-Page Checkout
- SSL security support for orders on both front-end and back-end
- Shipping to multiple addresses in one order
- Checkout without account/Guest Checkout
- Shopping Cart with tax and shipping estimates
- Checkout with account to use address book
- Option to create account at beginning of checkout
- Accept gift messages per order and per item
- Saved Shopping Carts with configurable expiration time
- Guest Checkout
- Add additional fields for customer registration.
- Address Verification Automatically to reduce false transactions.

Customer Accounts:

- Order status and history
- Re-orders from account
- Recently ordered items
- Downloadable Products
- Customer Wish list Products
- Address Book with unlimited addresses
- Default Billing and Shipping addresses
- Wish list with ability to add comments
- Email or Send RSS feed of Wish list

- Newsletter Subscription management
- Product Reviews submitted
- Product Tags submitted
- Account Dashboard for overview of: recent orders, personal information, newsletter subscription status, primary billing address, primary shipping address, shopping cart, wish list, recently ordered items, recently Reviews and recent tags

Search Engine Optimization:

- 100% Search Engine Friendly
- Google Site Map
- URL Rewrites give full control of URL's
- Meta-information for products and categories
- Auto-generated Site Map for display on site
- Auto-Generated Popular Search Terms Page

Internationalization

- Multi-Lingual
- Support for Multiple Currencies
- Tax rate support
 - Includes support for WEEE/DEEE in EU
- Localization
- Configurable List of Allowed Countries for:
 - Site Registration
 - Shipping Destination Addresses with ability to specify per shipping method
 - Billing Addresses with ability to specify per payment method

Marketing Promotions:

- Private (Club) Sales including Events, Invitations and Category access permissions
- Flexible Coupons (pricing rules) with ability to restrict to stores, customer groups, time period, products, and categories.
 For example: Percent Discount | Fixed Amount Discount | Free Shipping | Buy x, get y free.
 | Buy x, get y with percent or fixed amount discount | Buy x, get free shipping on order | Buy x, get percent Discount | Buy x, get fixed amount discount.
- Catalog Promotional Pricing by percentage or fixed amount with ability to restrict to stores, categories,

Products

- Free Shipping Option
- Shopping Cart Promotion Settings
- Multi-Tier Pricing for quantity discounts
- Bundled Products
- Customer Group-specific pricing and group-specific tier pricing
- Landing Page Tool for Campaigns
- Search Engine Friendly URL's
- URL Rewrites
- Recently Viewed Products
- Recently Compared Items
- New Items Promotional Tool
- Up-sells in Shopping Cart
- Cross-sells on product pages
- Send to a Friend for all visitors, or registered users only
- Send Wish list to a Friend by Email or RSS
- RSS Feeds for New Products, New Specials and New Tags
- Auto-generated Site Map
- Google Site Map
- Polls
- Newsletter Management

Customer Service:

- Contact Us form
- Feature-rich Customer Accounts
- Order History with Status Updates
- Order Tracking from Account
- Forgot Password Email from front-end and administration panel
- Order and Account Update Emails
- Customizable Order Emails
- Create and Edit Orders from the Admin Panel

Site Mobile Version

Creating the website for mobiles that allow most of the people can view website in smart phones. It includes a mobile switcher to select themes based on the type of user that is visiting the site, a selection of mobile themes, extra widgets, device adaptation and a mobile administration panel to allow users to edit the site or write new posts when out and about.

Mobile Ecommerce:

- Creating Theme for Mobile, iPhone, iPad, Blackberry ... etc
- Content Management
- Payment Settings
- Cache management
- Social Networking setup in mobile with Facebook, Twitter, Linked In accounts

Integrating Ecommerce Store with Ebay

The M2E Pro extension integrates Magento and eBay platforms. It allows quickly and easily creating and managing listings, synchronize Stock Level, import eBay Transactions and Orders and leave automatically feedbacks.

The extension interacts with any of 23 major eBay marketplaces, including eBay Motors. It is possible to use multiple eBay accounts and multiple Magento stores.

By using Price, Description and Listing templates users of the M2E Pro are able to enhance Magento product presentation as eBay item listing. It is possible to create listings of major Listing Types (Auction, Fixed Price).

Features:

- Integration with 23 major eBay Marketplaces including eBay Motors
- Unlimited number of eBay accounts
- Using in Sandbox and Production environment simultaneously
- Multiple Magento store supported
- Description Templates
- Price Templates
- Listing Templates
- Flexible Listing Creation

- Easy Listing Management
- Stock Level Synchronization
- Transaction and Order Importing
- Flexible eBay Data Synchronization options
- Activity Logging

Search Engine Optimization Module

URL Optimization:

- Store view independent Product URL Keys
- Product URL Key Templates
- Search engine and user friendly Layered Navigation URLs
- Search engine and user friendly Product Tag URLs
- Search engine and user friendly RSS Feed URLs
- Search engine and user friendly Product Review URLs
- Search engine and user friendly frontend Site Map URL
- Enables title attribute for Category Menu

HTML Header Optimization:

- Product Meta Title Templates
- Product Meta Description Templates
- Dynamic titles for categories
- Dynamic meta descriptions for categories
- Character counter for Meta Title and Meta Description (available for products, categories and CMS pages)
- Adds Canonical Meta tag with admin fine tuning
- Cross Domain Canonical Meta tag support
- Defines single Canonical URL for products in multiple categories
- Can use either shortest or longest Product URL for Canonical Meta Tag
- Ability to disable canonical tag for layered navigation
- Search engine and user friendly dynamic titles for Layered Navigation pages
- Search engine and user friendly dynamic meta descriptions for Layered Navigation pages

- Adds Robots Meta tag with admin fine tuning
- Defines 7 different Robots Meta Tag values
- Ability to set default Robots Meta tag for secured / HTTPS pages
- Ability to manually set NOINDEX, FOLLOW Robots Meta tag for specific pages
- Ability to add NOINDEX,FOLLOW to the pages with parameters (now you can add NOINDEX,FOLLOW to the pagination pages and etc by adding "?p=*")
- Ability to use Product short description for Description Meta tag instead of Product full description
- Removes HTML tags and unnecessary whitespaces from Description Meta Tag

Google Analytics Setup:

- Google Analytics Setup Is already exists in Magento ecommerce. We will make sure setup analytics account and will setup goals in Google analytics for product catalogs.

Google XML Sitemap Optimization:

- Adds all Product Images to Google XML Sitemap with watermark and customizable size
- Adds Product Tag URLs to Google XML Sitemap
- Splits Google XML Sitemap into multiple files by size or number of links and creates Sitemap XML Index
- Generates correct Google XML Site Map files with links equal to Canonical URLs
- Can hide specific CMS Pages (e.g. 'Enable Cookies' or '404 Not Found' page) from Google XML Sitemap
- Ability to add custom links to Google XML Site Map
- Support of 100k+ products shops

Frontend Sitemap Optimization:

- Replaces default Site Map footer link, e.g. <http://www.example.com/sitemap>
- Displays all store links (Catalog Categories, Products, CMS Pages) on a single Site Map page with a hierarchical structure
- Can hide specific CMS Pages (e.g. 'Enable Cookies' or '404 Not Found' page) from Site Map
- Can show links to different Store Views on Site Map page
- Ability to add additional links (footer and custom links) to frontend Site Map
- Ability to define page title for HTML sitemap (per each store view)
- Ability to define meta description for HTML sitemap (per each store view)
- Easy customizable Site Map layout with CSS

Product URL Key Templates:

Replaces default Site Map footer link, e.g. <http://www.example.com/sitemap> The template can be used to generate product URL Keys based on different product attributes, i.e. name, price, color, brand, manufacturer etc. The template can be applied to all products at once.

Example: the template [name] [by {manufacturer|brand}] [{color} color] [for {price}] will be transformed into htc-touch-diamond-by-htc-black-color-for-517-50 for product which name is HTC Touch Diamond, manufacturer or brand attribute is HTC, color attribute is Black and price is 517.5

Product Meta Title Templates:

The template is dynamic for product pages. It is being used automatically if product Meta Title attribute is empty and is similar to product URL Key template but has additional variables [category] and [categories].

Example: the template [name] [by {manufacturer|brand}] [{color} color] [for {price}] [in {categories}] will be transformed into HTC Touch Diamond by HTC (Black color) for € 517.50 in Cell Phones – Electronics for product which name is HTC Touch Diamond, manufacturer or brand attribute is HTC, color attribute is Black, price is € 517.50 and categories path is 'Electronics > Cell Phones'.

Product Meta Description Templates:

The template is dynamic for product pages. It is being used automatically if product Meta Title attribute is empty and is similar to product Meta Title template.

Example: the template Buy [name] [by {manufacturer|brand}] [of {color} color] [for only {price}] [in {categories}] at [{store_name},] [website_name]. [short_description] will be transformed into Buy HTC Touch Diamond by HTC of Black color for only € 517.50 in Cell Phones - Electronics at Digital Store, Digital-Store.com. HTC Touch Diamond signals a giant leap forward in combining hi-tech prowess with intuitive usability and exhilarating design. for product which name is HTC Touch Diamond, manufacturer or brand attribute is HTC, color attribute is Black, price is € 517.50, categories path is 'Electronics > Cell Phones', store name is Digital Store, website name is Digital-Store.com and short description is "HTC Touch Diamond signals a giant leap forward in combining hi-tech prowess with intuitive usability and exhilarating design."

Dynamic Layered Navigation Meta Title and Meta Description:

Layered Navigation meta title and meta description can be generated dynamically based on different product attributes, i.e. name, price, color, brand, manufacturer etc. You can use meta title and meta description, which are generated automatically, or specify them manually if necessary.

Example (automatic): if a customer selects "Apples" as a brand and "White" as a color at the category page, the title will be "Cell phones, Brand - Apple, Color - White" or "Cell Phones, Apple, Color" (it depends on "Hide Attributes" setting). If it's important to control the placement of product attributes within meta title or meta description tag, you can specify them manually (see below).

Example (manual): category's title is "Popular Cell phones". You can add product attributes to the place where you want them to be shown on the front-end, e.g. "Popular [brand] [color] cell phones" will be transformed into Popular Apple white cell phones when "Apple" is selected as a brand and "white" as a color.

Blog with Ecommerce

Instead of creating a blog with separate administration panel to maintain in we can create a blog that included with ecommerce administration panel. The Blog extension for Magento gives you a noteworthy opportunity to communicate with your regular customers and casual visitors. With Blog you can create an interactive two-way communication platform to provide official information on your store news, upcoming products, promotions, and get customers' feedback.

Blogging has proved to be called one of the best effective marketing tactics. If your customers feel that they are listened to and their needs are responded to, they are more likely to come back to your store again and again.

Want to learn more about your customers' choices, views, and preferences? Just let people leave comments and listen what they say! Being a part of the blog community, your customers will openly exchange their thoughts and express their opinions. A blog, with its readers and their comments, forms a real "live" environment where people feel free to communicate.

Features of Blog:

- Blog RSS integrated with native RSS feed
- Multi store RSS
- Ability to switch on/off blog for different stores
- Latest posts widget
- Switchable categories ID in blog post URL
- Switchable categories menu
- Native Magento WYSIWYG editor
- Last Magento version compatibility
- Excerpt field
- Tags added
- Tags cloud block added
- If user is logged in comment fields are pre-filled
- Ability to show blog menu only on blog page
- Settings menu shortcut

- Add post menu shortcut
- .htm rewrite added to post link
- Ability to duplicate posts
- Comments per page

QuickBooks Integration to Magento

Dramatically improve your business efficiency with an integrated QuickBooks-Magento system! No longer do you have the manually transfer information from your Magento store to QuickBooks. eCC cuts down your back-office work to a few clicks! Automatically process orders, generate shipping labels and sync customers, payment and inventory between your Magento store, shipp processors and QuickBooks from ONE CENTRAL APPLICATION.

Automate Process - Automatically transfer data from your Magento store to shipping processors and QuickBooks

Eliminate Errors - Eliminate inventory and accounting errors and unnecessary wastes

Focus on Growth - Be able to shift your work on other operations to optimize your business

eCC integrates with the latest Magento Community and Enterprise versions, all domestic and international QuickBooks editions, and major shipping and payment processors.

Sync Magento orders with QuickBooks

- Automatically post order to QuickBooks to create sales receipts, invoices or sales orders
- Record taxes, discounts and shipping charges
- Map payment methods
- Match customers or create new customers on the fly
- Track order history and record order notes in eCC
- Support orders that have simple, configurable, grouped and bundle products
- Automatically post updated orders to store

Integrate Shipping (Shipping module)

- Generate shipping labels with various shipping processors
- Set domestic and international shipping defaults

- Generate shipping labels in batches or process shipping and print the labels later
- Customize your packing slip design and field and print it from eCC
- Post tracking number and shipping information to store and notify customers of shipment
- Support multi-packaging with UPS Direct

Sync Products, Inventory and Pricing (Product module)

- Map products between your online store and QuickBooks
- Automatically transfer product details from your online store to create new items in QuickBooks. You can do this the other way around too.
- Sync quantity and pricing of items between your online store and QuickBooks
- Generate reports on mismatched items between your online store and QuickBooks
- Generate reports on items with out-of-sync inventory and pricing
- Automatically create Purchase Orders for drop-ship items and out-of-stock items
- Upload images from QuickBooks POS to store, or vice versa

Manage Multiple Channels

- Support multiple stores, websites and marketplaces

eCC Mobile (free iPhone app for Webgility customers)

- View order details and update status to your online store
- View product details and update product price, cost, quantity and weight on the fly
- Upload images of product from your iPhone for choose one from your photo library
- View customer details and contact them via text message, email or phone
- Monitor sales performance
- Manage multiple Magento stores

eCC Compatibility

- Magento editions: Community and Enterprise
- Marketplaces: eBay and Amazon
- QuickBooks: Pro, Premier, Enterprise and Point of Sale
- QuickBooks international editions: Canada, UK, Australia Reckon, and South Africa EasyBiz

- Shipping processors: FedEx (CSP Certified), UPS Direct (UPS Ready Certified), UPS WorldShip, Endicia Dazzle, Stamps.com and QuickBooks Shipping Manager
- Payment processors: PayPal, Authorize.net and QuickBooks Merchant Service.

Proposal Guideline Details

Planning

- Up to 5 hour kickoff meeting at the start of the project
- Project Consultation
 - 50 hours of Developer / Project Manager Consultation time will be available throughout each phase of the project.

Design

- Wevio will provide/ offer suggestions on both the aesthetics and usability design.

Development

- Implementation of Phase 3 to Phase 7

Launch

- Beta Launch
- Quality Assurance and Browser Testing

Phases of task

Phase I : Planning and Finalizing the requirement.

Phase II: Layout and Designing.

Phase III: Integration of Design, CMS and Ecommerce Development & Production.

Phase IV : Integrating Search Engine Optimization Module.

Phase V : Integrating Quick Books

Phase VI : Integrating Ecommerce Store with Ebay

Phase VII: Developing Mobile Website.

Phase VIII: Integrating Blog with in ecommerce admin.

Phase IX : QA & Testing

Phase XI : Store Settings like SSL, Merchant Account, Shipping, Payment Gateways, Promotions... etc

Phase X : Beta Launch

Phase XI : Final QC and Launch

Project Scope

In the Scope

- Planning
- Designing
- Development Of Ecommerce, Mobile Version, Searching Optimization Module, Blog & Quick Book Integration.
- System and integration and Unit testing
- QA
- On-going support and maintenance for up-to-date changes
- Customer Support

Timeline

- Phase 1: First **2 weeks**
- Phase 2: Next **5 weeks**
- Phase 3: Next **5 weeks**
- Phase 4: Next **1 week**
- Phase 5: Next **3 weeks**
- Phase 6: Next **2 weeks**
- Phase 7: Next **1.5 weeks**
- Phase 8: Next **1 week**
- Phase 9 : Next **3 week**
- Phase 10 & 11 : Next **1 week**

- The Total time taking for completion of the website will be **6.1 Months**.

Managed Hosting & Maintenance of Website

Websites need continuous refinement, improvement, up-gradation and updates so they should not look old and obsolete. Without consistent and regular updates, the design of your website becomes nothing more than a static brochure which does an injustice to the growing and dynamic nature of your business.

Our Website Maintenance involves:

- **24/7 Customer support through Intranet Account, Emails, Phone Call.**
- **Training and education on using Website Admin Panel.**
- **Keeping your website up-to-date:**

Content editing can be accomplished with updated information, such as special offers, product changes, pricing changes, new product and services announcements, employee information changes and all those things that keep your visitors properly informed.

- **Maintaining & Monitoring your site:**
Using newest technologies, we can monitor your site and make changes that improve your site performance for faster download and improved content spread. We insure that new innovative features are implemented from time to time.
- **Secure Server & Protect your site:**
As a customer you need to worry about the technology, Hardware, Servers, Backup system etc. We will take care of those things for you. So as a business owner you just need to concentrate with the Sales and company reputation.
- **Ongoing Marketing Suggestions :**
We will also support with ongoing business marketing suggestions with SEO, SEM and Social Media tips to increase your online sales.

Dedicated Resource Deployment

The following estimations were based on a careful evaluation of the Client's needs and the specifications outlined in this proposal. Services outside the scope of this proposal are subject to additional cost. The Team members below are project coordinators and dedicated to this this

project. Other team members are involved in internal roles in planning , design and development tasks.

1	Planning	Calvin Yi
2	Project Manager	Mike Y
3	Creative Director	Janis Lee
3	Lead Designer	Sophia
4	Lead Developer	Rammy P
5	Online Marketing Lead	Darren MN
6	SEM, SMO Specialist	William
7	SEO services	Stephan & Nicholas

Hosting

Server Linux	Dedicated
Disk Space	Unlimited
Monthly Bandwidth	Unlimited
Google apps setup 10 email accounts	Free
Google apps setup more 10 email accounts	\$5/Month/Email
Categories	Unlimited
Users	Unlimited
Products	Unlimited

Price Break-Up

Planning

Research & Competitive Analysis	\$2000.00
Consultation & Project Management (50 Hours)	\$3000.00

Design

Website Page Designs(Details mentioned above)	\$8,200.00
Logo Design	\$500.00
Interactive Designing	\$1000.00
Mobile Website Design	\$1500.00

Development

HTML/CSS Markup(W3CStandard)	\$6000.00
CMS Integration	\$2500.00
Ecommerce Development (Features are mentioned above)	\$19000.00
Mobile Ecommerce Site Development	\$2500.00
Search Engines Optimization Setup Module	\$2000.00
Integrated Blog Setup	\$1300.00
Quick Books Integration with Store Admin	\$4000.00
Integrate Store with Ebay	\$2500.00
One-time Total	\$59000.00

Dedicated Server Hosting and Maintenance (Monthly) **\$1000.00**
(details are

Nondisclosure

Hereby we would request you to not to disclose the Proposal to any one out of your organization, as we feel this Proposal & Your Contact Information & Your Request as Highly Confidential, and will not be disclosed anywhere without the Prior information.

Conclusion

This proposal outlines the structure of the project in order to provide an efficient workflow. However, we believe that communication is the key to discovering each project's unique element that will make it a success story. Thank you for your consideration and we hope to work with you soon. We hope that this proposal meets your expectations and needs. If you have any questions and comments please feel free to contact us.

For Further Assistance Contact

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